

Absolut Repair Molecular Bi-Phase Oil

[Product Knowledge]



**Oils have conquered the market
with customers flocking to their
hydration benefits.**

**Yet, the category has lacked true
innovation for the last few years.
Until now...**





Absolut Repair Molecular Oil

PEPTIDE BONDERS + 5 AMINO ACIDS

Shake to shine.
Shake for strength.

Fights 2 years of cuticle damage.*

Patented bi-phase technology:

1. Aqueous phase: peptides bonder + 5 amino acids for a lightweight finish.
2. Oil phase: helps to restore the lipidic barrier for shinier and smoother hair.

L'ORÉAL
PROFESSIONNEL
PARIS

*improves hair's surface smoothness

Molecular bi-phase oil technology – two phases.



Aqueous phase.

Peptides Bonder + 5 Amino Acids for a lightweight finish.

Oil phase.

Helps to restore the lipidic barrier for shinier and smoother hair.

How does it work?

Shake to shine! Shake for strength!

Shake to activate & combine! Now
you're ready to use for:

- Up to **100** hours of shine, hydration and frizz control
- Instant hair transformation for **97% stronger hair***
- Heat protection up to **450°F**
- Lightweight finish

*improves hair's surface smoothness



How to use.

**Apply on
dry hair for
touch-ups.**



01

Shake well until blended.



02

2 pumps for mid-length hair, 3
pumps for long hair.
Warm up oil in hands.



03

Apply for mid-lengths to ends.

Application advice.

On wet hair,
for deep repair &
easiest styling.



On dry hair,
for instant shine &
anti-frizz.

Before & after.



Premium cues borrowed from luxury.

Sophisticated glass bottle.

Recycled premium carton.

Sensorial fragrance inspired by French parfum.

Bi-phase technology inspired by luxe brands.



Luxurious scent inspired by French parfum.

Fresh salty
bergamot.



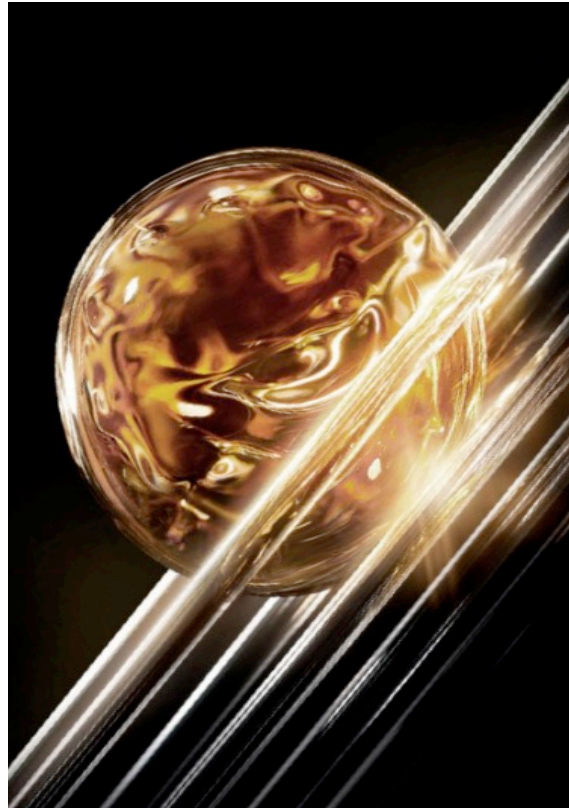
Smoky
vanilla.

Everlasting
flower.

A new treatment with luxury tech pedigree & limitless potential.



[Innovation you can see.]



[First to market oil technology.]



[Luxe skincare ingredients & inspiration.]



[Halo effect for full Absolut Repair Molecular range.]

The new Absolut Repair Molecular line up.

The ultimate repair routine.

Step 1: PRO ONLY
[Pre-treatment]



To restore hair's elasticity.

- Our highest concentration of Peptides bonder + Amino acids.

Step 2:
[Shampoo]



To gently cleanse.

- Nourish & strengthen.
- Rich, sensorial lather.

Step 3:
[Rinse-off Serum]



To repair hair's molecular structure.*

- 3X stronger hair.**
- Gives body to the hair.

Step 4:
[Rinse-off Mask]



For instant moisture and strength repair.

- 5X stronger hair.**
- Improved elasticity

Step 5A:
[Leave-in Mask]



To smooth & strengthen the fiber.

- Restores hair movement.
- Heat protection up to 450°F

Step 5B:
[Bi-Phase Oil]



For up to 100 hours of shine, hydration and frizz control

- Fights 2 years of cuticle damage.***
- Heat protection up to 450°F

*With continuous use of the Absolut Repair Molecular shampoo, rinse-off serum, and mask

**With continuous use of rinse-off serum

***Vs non-conditioning shampoo

****Improves hair's surface smoothness

Prescriptive oils for any hair concern.

What stage of the damage process is the hair in?

Very little damage.

Heaviest texture.



Classic oil for hydration & shine boost on all hair types.



Strengthens & prevents anticipated breakage via metal removal.

Highly processed & damaged.

Most lightweight texture.



Deepest repair, shine, split end & frizz control. (For when you thought it was too late!)

Frequently asked questions.

What's new with LP?

New to LP haircare is the latest innovation in oils: Absolut Repair Molecular Bi-Phase Oil. Shake to activate and combine the two phases for up to 100 hours of shine, hydration and frizz control.

Who is ARM Bi-Phase Oil for?

Clients with damaged and processed hair looking for a boost in shine, hydration, frizz control, and strength. this oil can be used on all hair textures from fine to coarse.

What is the technology?

Bi-Phase technology - two phases:

- Aqueous phase: peptides bonder + 5 amino acids for a lightweight finish.
- Oil phase: helps to restore the lipidic barrier for shinier and smoother hair.

Does the ARM Bi-Phase Oil protect against heat?

Yes, the ARM Bi-Phase Oil protects against heat up to 450°F.

Is it just an oil with shine benefits?

No, the ARM Bi-Phase Oil also provides 97% stronger hair for instant hair transformation.